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• **JDA Software Group, Inc.**
• **NEWS RELEASE**
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Dr Pepper Snapple Group Selects JDA Software to Optimize Category Management and Increase Profitability

Third-Largest Soft-Drink Maker to Increase Customer Service Levels and Gain Competitive Advantage with JDA Planogram Generator

Scottsdale, Ariz. – February 26, 2009 – [JDA® Software Group, Inc.](#) (NASDAQ: JDAS) today announced that **Dr Pepper Snapple Group (DPS)**, the third-largest soft-drink maker in the world with brands including Dr Pepper, 7UP and Canada Dry, has selected [JDA® Planogram Generator](#) to more effectively manage categories and increase profitability.

“This solution is helping us differentiate ourselves from other vendors that lack the tools necessary to meet their retail customers’ growing demands for high-volume, store-specific planograms,” explained **Craig Hodnett, vice president, category management, Dr Pepper Snapple Group**. “With the support of JDA Planogram Generator, we will deliver a superior level of service and will be able to reallocate existing resources to more effectively manage categories and increase profitability.”

JDA Planogram Generator enables companies to create greater quantities of highly detailed planograms more efficiently. Companies benefit from planograms that are both accurate and produced at high volumes, incorporating attributes such as user-defined merchandising instructions, fixtures and assortment and performance data. The solution is capable of producing store-level planograms in a matter of seconds compared with the standard three hours, allowing retailers to quickly adjust product placement based on performance data, market changes and shifting consumer demand.

“I have relied on [JDA Category Management](#) solutions for 15 years,” said Hodnett. “JDA’s functionality dives deep into analytics and fine-tunes production. Anyone can do one or two planograms, but when you enter into the complexity of store clustering and get to the point where you have to produce more than 1,000 planograms, that detail of depth requires a lot of planning and coordinating not only with the retail customer’s team but with DPS’ own team.”

David Johnston, JDA senior vice president of manufacturing and wholesale distribution, said, “In an effort to address changing consumer preferences, many merchants are striving to produce more store-specific planograms. The already overworked merchandising departments often lack the resources needed to collect the large amount of data or the ability needed to create accurate, localized planograms. JDA’s industry-leading Planogram Generator solution enables users to easily update merchandising rules based on performance data. In a single batch effort, planograms are quickly reproduced and redistributed, resulting in an improved return on investment in space management, as well as reduced stockouts and competitive wins.”

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Add One

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About JDA Software Group, Inc.

[JDA[®] Software Group, Inc.](#) (NASDAQ: JDAS) is the world's leading supply chain solutions provider, helping companies optimize operations and improve profitability. JDA drives business efficiency for its global customer base of more than 5,800 retailers, manufacturers, wholesaler-distributors and services industries companies through deep domain expertise and innovative solutions. JDA's combination of unmatched services, together with its integrated yet modular solutions for merchandising, supply chain planning and execution and revenue management, leverage the strong heritage and knowledge capital of market leaders including Manugistics, E3, Intactix and Arthur. When supply chain results matter, companies turn to JDA. For more information about JDA, visit www.jda.com or contact us at info@jda.com or call +1.800.479.7382 or +1.480.308.3000.

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This press release contains forward-looking statements that are made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally accompanied by words such as "will," "ensure," "help," "enable" and "expect" and other words with forward-looking connotations. In this press release, such forward-looking statements include, without limitation, Mr. Johnston's remarks that JDA Planogram Generator enables companies to improve return on investment and reduce stockouts. The occurrence of future events may involve a number of risks and uncertainties, including, but not limited to: (a) our solutions may not perform exactly as we anticipate; (b) there may be implementation and integration problems associated with our solutions; and (c) other risks detailed from time to time in the "Risk Factors" section of our filings with the Securities and Exchange Commission. Additional information relating to the uncertainty affecting our business is contained in our filings with the SEC. As a result of these and other risks, actual results may differ materially from those predicted. JDA is not under any obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements, whether as a result of new information, future events or otherwise.

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